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ABSTRACT

During 1978-79 the Japan-U.S. Friendship Commission SPON-BBB17857 provided grant support to the College and University Partnership Program (CUPP) for research and program development to promote the linking of 200 higher education institutions in Japan and the United States for undergraduate student exchange activities. In that year program development focused on three program areas: (1) binational programs, including on-site visitation; (2) formation of the American advisory committee; and (3) the first CUPP conference on Japan-U.S. educational exchange, held at Memphis State University July 29-31, 1979. The activities are described in some detail, with attention given to program goals and processes. The institutions involved, in the United States and Japan, are listed, along with conference participants. (MSE)

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to the

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COLLEGE & UNIVERSITY PARTNERSHIP PROGRAM 1979 PROJECT REPORT

During 1978-79, the Japan-U.S. Friendship Commission provided grant support of $37,000 to the College and University Partnership Program (CUPP) towards research and program development to promote the linking of 200 higher education institutions in Japan and America for undergraduate exchange activities.

During 1978-79, CUPP development focused on three program areas:

I. Bi-national program development

II. Formation of the American Advisory Committee

III. First CUPP Conference on Japan-U.S. Educational Exchange

I. BI-NATIONAL PROGRAM DEVELOPMENT

Higher education surveys in both nations were completed in 1978 in which approximately 350 colleges and universities were identified as prospective partnership institutions. Survey questionnaires were sent to 1,305 schools in Japan and America. The International House of Japan, administrative agent for CUPP in Japan, published the Japan survey report in November 1978 and reported a phenomenal response from 805 Japanese institutions included in the survey.

CUPP program development in 1979 was based upon three objectives:

1.0 Identification of Participating Institutions
  1.1 Institutional Data Gathering
  1.2 On-site Visitation

2.0 Communication with Participating Institutions
- 2.1 Explanation of CUPP Purpose and Role
- 2.2 Orientation of Personnel Concerning Exchange Activities

3.0 Consultation on Program Development
- 3.1 On-site Visitation
- 3.2 Assistance with Administrative Tasks
- 3.3 Advice Concerning Program Content
- 3.4 CUPP Japan-U.S. Conference

The process of identifying prospective colleges and universities for partnership programs has been a sizable task involving extensive travel throughout Japan and the United States. Logistical support for travel alone has been a major budget expenditure involving on-site visitation to institutions for verifying interest in CUPP and initial commitments to the steps necessary for partnership agreements.

Adequate communication to college and university presidents, academic deans, professors, and directors of campus international programs has received strong priority; and in April, 1979, the first bi-lingual CUPP publication was printed in Japan by the Dentsu Advertising Company with translation assistance from the International House of Japan and the Asia Foundation office in Tokyo.

During 1978-79, on-site visitation was completed at the following Japanese institutions:

Hokkaido:	City
Hokkaido Education University	Sapporo
Hokkaido Education University	Asahigawa
Asahigawa Medical College	Asahigawa
Hokusei University	Sapporo
Otaru Junior College	Otaru
Otaru University of Commerce	Otaru

Honshu:

Hirosaki University	Hirosaki
Hirosaki Women's College	Hirosaki
Ake-no-Hoshi Junior College	Aomori
Seijo University	Tokyo
North Shore College	Atsugi
Dokkyo University	Soka
Meisei University	Tokyo
Hosei University	Tokyo
Kanto Girls School	Tokyo
Showa Boys School	Tokyo
Toho School of Music	Tokyo
Tokyo Institute of Polytechnics	Tokyo
Metropolitan College of Technology	Tokyo
Kanagawa Prefectural Language School	Yokohama
Azabu Veterinary College	Tokyo
Nihon University	Tokyo
Kanto Gakuin University	Yokohama
Yamanashi University	Kofu
Tsuru University	Tsuru
Iwate University	Morioka
Seirei School of Nursing	Hamamatsu
Shizuoka University	Shizuoka
Shizuoka Eiwa Junior College	Shizuoka
Yamanashi Eiwa Junior College	Kofu
Doshisha Women's College	Kyoto
Baika Women's College	Osaka
Osaka University	Osaka
Doshisha University	Kyoto
Himeji Junior College	Himeji
Hiroshima Women's College	Hiroshima
Hiroshima Women's University	Hiroshima
Okayama University of Science	Okayama
Tokuyama University	Tokuyama
Hyogo College of Medicine	Kobe
Kyoto University of Industrial Arts	Kyoto

Shikoku:

University of Tokushima	Tokushima
Shikoku College	Zentsuji
Matsuyama University of Commerce	Matsuyama

Kyushu:

Fukuoka University	Fukuoka
Orio Junior College	Orio
Kyushu Kyoritsu University	Orio

(Total: 47)

On-site visitation was made to the following American institutions during 1978-79:

Institution	State
Colorado Women's College	Colorado
Leeward Community College	Hawaii
Northern Illinois University	Illinois
Buena Vista College	Iowa
Washburn University	Kansas
William Carey College	Mississippi
University of Nebraska	Nebraska
University of Nebraska Medical Center	Nebraska
University of Nebraska at Omaha	Nebraska
Appalachian State University	North Carolina
Meredith College	North Carolina
North Carolina State University	North Carolina
University of North Carolina at Charlotte	North Carolina
Case Western Reserve University	Ohio
College of Wooster	Ohio
Denison University	Ohio
Dominican College	Ohio
Findlay College	Ohio
Hocking Technical College	Ohio
Mount Union College	Ohio
Sinclair Community College	Ohio
Wilmington College	Ohio
Wright State University	Ohio
Blue Mountain Community College	Oregon
Linfield College	Oregon
Pacific University	Oregon
University of Oregon	Oregon
Dakota State College	South Dakota
Dakota Wesleyan College	South Dakota
Chattanooga State Community College	Tennessee
Lincoln Memorial University	Tennessee
Southwestern at Memphis	Tennessee
Baylor University	Texas
Southern Methodist University	Texas
Southwestern University	Texas
Texas Technological University	Texas
Mary Baldwin College	Virginia
Central Washington University	Washington

(Total: 38)

Total number of Japanese and American institutions visited: 85.

1979 CUPP Programs in the United States

Twelve Japanese educational and cultural groups representing 17 institutions participated in CUPP-sponsored exchange activities in 16 states and 37 communities. The total number of Japanese student and teacher participants was 365, with 255 students participating in campus academic programs and 110 students participating in cultural projects.

All of the Japanese visitors participated in community homestay and cultural programs arranged by CUPP in cooperation with colleges, universities, and community volunteers. Host families were selected with genuine interest in world affairs. A belief in the American heritage of religious and political freedom, the work ethic, community service, and in standards of health, education, and morality were some of the criteria for the selection of host families for CUPP visitors. The sponsors for the homestay programs were higher education institutions, churches, service clubs, and other community organizations. The CUPP cultural programs are planned on the local community level, and the American home experience is part of the larger CUPP concept to bring people together for international understanding and friendship.

During 1979, CUPP educational, cultural, or community homestay programs were conducted in the following states and cities:

ARKANSAS	Little Rock
COLORADO	Denver
IOWA	Storm Lake
KENTUCKY	Campbellsville
LOUISIANA	New Orleans
MISSISSIPPI	Hattiesburg

MISSOURI	St. Louis, Farmington, Jackson, Crystal City, Sikeston, Springfield
NEBRASKA	Omaha
NEW MEXICO	Albuquerque, Artesia, Alamogordo, Carlsbad
NORTH CAROLINA	Charlotte
OREGON	Eugene, McMinnville, Portland, Pendleton
SOUTH CAROLINA	North Greenville
TENNESSEE	Harrogate, Chattanooga, Clarksville
TEXAS	Waco, Austin, College Station, Canyon
VIRGINIA	Richmond
WASHINGTON	Spokane, Ellensburg, Seattle

American institutions participating in the Japanese educational and cultural programs included: University of North Carolina at Charlotte, North Greenville College (South Carolina), Baylor University (Texas), Blue Mountain Community College (Oregon), Campbellsville College (Kentucky), Lincoln Memorial University (Tennessee), University of Tennessee, University of Nebraska at Omaha, Colorado Women's College, Buena Vista College (Iowa), Texas A and M University, University of Texas, and William Carey College (Mississippi).

In cultural projects, Hosei University of Tokyo sent its baseball team to Texas, in which Baylor University was the tournament sponsor. Baylor University, the University of Texas, and Texas A. and M. University participated in the goodwill baseball mission, and U. S. Baseball Commissioner Bowie K. Kuhn commended Baylor and Hosei for their international project in sports, saying, "This creates a tremendous amount of good-will between our countries and the people involved."

In a major cultural project, the Osaka University Orchestra completed a three-week concert tour during August, 1979, in the

Pacific Northwest. Composed of seventy-eight musicians, the orchestra performed in Oregon at McMinnville, Portland, and Pendleton; in Washington, at Spokane, Ellensburg, and Seattle. The entire project was self-financed. The Japanese students invested approximately $115,000 in travel and tour expenses, and the sponsors in the six cities provided all arrangements for the tour, including concert halls and homestays. Concert sponsors for the Northwest tour were Linfield College, Eastern Oregon Regional Arts Council, Blue Mountain Community College, Pendleton Arts Council, Kiwanis Club, Spokane Riverfront Park Association, Central Washington University, and American Baptist churches in Oregon and Washington. Linfield College, a private liberal arts college at McMinnville, Oregon, was co-sponsor with CUPP for the successful venture. Charles Walker is president of the college, which has a partnership agreement with Kanto Gakuin University, Yokohama, Japan.

Cultural communication within the framework of higher education is a dimension of the CUPP philosophy of linking people of Japan and America for understanding and friendship. At Pendleton, Oregon, the East Oregonian newspaper reported the Osaka University Orchestra concert forged a bond of friendship between the two countries, commenting that, "the Japanese youths wrapped themselves around the hearts of their Pendleton hosts." In Portland, the organizing committee described their experience as a "labor of love, preparing for and hosting seventy-eight gracious and talented Japanese goodwill ambassadors....an experience which can't help but live forever in the hearts and minds of all of us."

II. FORMATION OF THE AMERICAN ADVISORY COMMITTEE

A milestone was reached in April, 1978, when the CUPP American Advisory Committee was formed at Washington, D.C., with the Honorable U. Alexis Johnson, former Ambassador to Japan and Senior American Diplomat, as CUPP International Honorary Chairman; and Dr. Ronald W. Roskens, president of the University of Nebraska, as chairman of the Advisory Committee. Other members of the committee include:

John R. Petry, CUPP Vice President; College of Education, Memphis State University, Tennessee
George T. Potter, President, Ramapo State College of New Jersey
John D. Garwood, Dean of Instruction, Fort Hays State University, Kansas
Keith G. Briscoe, President, Buena Vista College, Iowa
Alan Seagren, Assistant Vice Chancellor for Academic Affairs, University of Nebraska
John Cavanaugh, United States Representative from Nebraska
James Sasser, United States Senator from Tennessee
Gary Andeen, Executive Director, Ohio College Association
John Henderson, President, Washburn University, Kansas
Lewis J. Mulkern, Executive Director, American Securities Bank, Washington, D.C.
Frank Welch, President, Lincoln Memorial University, Tennessee
Harry G. Hoffman, Dean of Fine Arts, Kearney State College, Nebraska
Eugene Baker, Director of Public Affairs, Baylor University, Texas
Earl L. Backman, Director of Center for International Studies, University of North Carolina at Charlotte
Wayne Brown, Executive Director, Tennessee Higher Education Commission
Virginia Lester, President, Mary Baldwin College, Virginia
Jackson Bailey, Professor, Earlham College, Indiana
Edward G. Miller, Captain (Retired), U.S. Navy, Virginia

The American Committee will advise the CUPP Directors and Staff in program planning, communication, financial support, and international liaison with Japan. The committee members will also

represent CUPP in their respective regions of the United States for partnership program development.

"We are extremely optimistic about the potential for CUPP," writes American Chairman Roskens, "in expanding and increasing international understanding and developing strong, positive relationships between institutions in Japan and institutions in the United States."

III. CUPP CONFERENCE ON JAPAN-U.S. EDUCATIONAL EXCHANGE

As a major vehicle for program development, the first CUPP Conference on Japan-U.S. Educational Exchange was conducted on the campus of Memphis State University July 29-31, 1979. Sixty-nine educators and cultural exchange leaders representing forty-nine colleges and universities in Japan and the United States registered for the first international conference. Twenty-five Japanese and forty-two Americans participated in the two-day meeting, which included representatives from the Japan-U. S. Friendship Commission, the Ohio College Association, the International House of Japan, the Fulbright Commission office in Tokyo, and the Sister Cities International from Washington, D.C.

The Memphis Conference was planned for the following purposes:

1. Establish a working relationship between Japanese and Americans to develop the CUPP concept.
2. Provide information on CUPP purposes and programs.
3. Develop mutual planning efforts for the 1980 CUPP programs in the United States for Japanese university groups.
4. Begin in 1979 on-site U.S. campus visitation by Japanese educators preliminary to matching of two institutions for partnership agreement.

5. Initiate planning for the 1981 partnership programs in Japan and in the United States.

Program participants included:

1. Dr. Mikio Kato, Program Director, International House of Japan, Tokyo
2. Dr. Yasuo Masai, Professor of Geography and Director of School Area Studies, Tsukuba University, Ibaraki Prefecture, Japan
3. Dr. Tosao Kanamaru, Vice President for Student Affairs, Hosei University, Tokyo
4. Dr. Hitoshi Ishii, Associate Professor of Engineering, Shizuoka University, Shizuoka, Japan
5. The Honorable U. Alexis Johnson, Senior Diplomat and Adjunct Professor of International Affairs, George Washington University, Washington, D.C., CUPP International Honorary Chairman
6. Mr. Francis B. Tenny, Executive Director, Japan-U.S. Friendship Commission, Washington, D.C.
7. Dr. Jackson Bailey, Professor of History, Earlham College, Richmond, Indiana
8. Dr. John Henderson, President, Washburn University of Topeka, Kansas
9. Dr. Billy M. Jones, President, Memphis State University, Memphis, Tennessee
10. Mr. Gary Andeen, Executive Director, Ohio College Association, Columbus, Ohio
11. Dr. John R. Petry, Assistant Professor of Education, Memphis State University, Memphis, Tennessee
12. Dr. Alan Seagren, Assistant Vice Chancellor for Academic Affairs, University of Nebraska, Lincoln, Nebraska
13. Dr. T. Albert Farmer, Chancellor, The University of Tennessee Center for the Health Sciences, Memphis, Tennessee
14. Mr. Jack Thornton, University Host, Baylor University, Waco, Texas
15. Mr. Carl M. Halvarson, President and Chairman of the Board, CUPP, Inc.

The CUPP philosophy of "bringing people together" was substantiated at the Memphis conference as a coming together of 69 educators from divergent cultures and backgrounds representing institutions with student enrollments ranging from 500 to 40,000.

The conference participants were a truly democratic body committed to the unique CUPP concept in international education for undergraduate students.

Dr. Seiji Miyano, Dean of Pharmacy at Fukuoka University in Japan, commented: "The conference was very informative, instructive, stimulating, and especially enjoyable; and I believe every Japanese participant shares my view. U.S.-Japan educational and cultural exchange is becoming more and more important and will be essential for a lasting peace across the Pacific."

In addition to the number of registered participants (69 educators from 49 colleges and universities), a major achievement of the conference was the on-site visitation at American campuses by Japanese educators following the conference. The Memphis conference was a staging area for the pairing of personnel from Japanese and American schools to plan their 1980 partnership programs for twenty Japanese undergraduate student groups coming to America for a one-month academic and cultural visit.

The Friendship Commission was represented at the conference by Francis Tenny, who summarized his impressions:

> "I enjoyed the Memphis conference and was impressed again by the eagerness of many American and Japanese educators for their schools to participate in various types of student exchanges. The presence of representatives from so many undergraduate colleges covering such a wide geographic area in both countries was most encouraging. The participating of many more new schools in the exchange of students and teachers will add a whole new dimension to Japanese-American understanding. The meeting confirmed the importance of programs that are independently operated by direct affiliation of Japanese and American colleges

> that can provide each other with reciprocal facilities, hospitality, and instruction for each other's students. I think the conference demonstrated an enormous potential for growth of this kind of direct, self-financed, and independent school-to-school relationship."

Dr. Jackson Bailey, professor of history at Earlham College, addressing the conference on "Problems and Solutions Related to Japan-U.S. Educational Exchange", declared that "we must break out of the present pattern of limiting our exchange programs with Japan to a few specialists in large universities and develop undergraduate general educational programs of exchange." He challenged CUPP to develop genuine cross-cultural experiences with the intrinsic objective of broadening life at the undergraduate level and urged CUPP participants to "plan programs of mutual interest and benefit students in both nations based on sound educational objectives and institutional commitment to international education."

The success of the Memphis conference was even more remarkable when it is realized that the College and University Partnership Program was chartered as a non-profit organization in Tennessee only 2½ years ago. The International House in Tokyo, the CUPP Secretariat in Japan, and the Japan-U.S. Friendship Commission were the two organizations that made the conference possible by their cooperative efforts and financial assistance since 1977. The 25 Japanese participants invested approximately $45,000 in travel funds (personal and institutional) which clearly indicates the degree of their commitment to CUPP in Japan.

Dr. Mikio Kato, Program Director of the International House, stated that "the interest in the CUPP program on the part of the American universities and colleges which sent representatives to this conference was much greater than I had anticipated, and there is no doubt that the first CUPP conference was a great step forward toward widening the scope of educational and cultural exchanges between Japan and the United States."

Dr. Yasuo Masai, Professor of Geography at the University of Tsukuba, addressed the Memphis Conference on the Japanese higher education system and commented as a visitor. He said, in part:

> "I have come to realize that in the United States even a city as Memphis, with a metropolitan population of 834,000 (1975) and without having any giant cities nearby, and if I may add, even a city surrounded only by soybean, corn, cotton, and rice fields; forests, and small towns, can function as a mediating center for an international conference and exert a profound influence upon the history of educational exchange between both countries....It was very fruitful for me to ascertain the significant role of an American medium-sized city such as Memphis. Mutual understanding of the 'grass-root colleges and universities' as well as 'grass-root cities and towns' in both nations will be the most urgent task we are facing."

Dr. Alan Seagren, Assistant Vice Chancellor for Academic Affairs at the University of Nebraska, summarized the conference by saying, "A great deal of progress was made at the first CUPP conference concerning exchange between Japan and the United States. There is much to be done and many problems to be resolved, but the future appears to hold a great deal of promise." As CUPP international liaison advisor, Dr. Seagren plans to be in Japan in December to meet with the Japanese CUPP administrative committee

and selected national leaders in industry, education, and cultural areas.

A conference keynote speaker was the Honorable U. Alexis Johnson, former U. S. Ambassador to Japan, who declared, "University exchange programs with Japan have touched only a tiny fraction of the peoples in our nations and have been confined to large, specialized schools." Expressing his concern that CUPP go into the hinterland of each nation with educational and cultural programs, he said, "I have hope that out of the seeds we are now planting, a great CUPP tree will grow."

One of the Japanese participants, a college president in Aomori, Japan, expressed her gratitude for the "hinterland philosophy" of CUPP when she wrote:

> "We are very grateful to be among the first 'grassroots institutions' to have a chance to participate in this program, and we hope that our small junior college will be able to contribute actively to better understanding between nations through our one-to-one relationship."

The CUPP tree has been planted at this small college in North Japan, symbolizing the basic concept of CUPP to widen the scope of undergraduate exchange and carry out the purpose of the Japan-United States Friendship Act, namely:

> "to aid education and culture at the highest level in order to enhance reciprocal people-to-people understanding and to support the close friendship and mutuality of interests between the United States and Japan."